

**AGENDA**  
**EAGLE MOUNTAIN CITY ECONOMIC DEVELOPMENT BOARD**  
**August 21, 2013—6:30 p.m.**  
**3726 E. Campus Drive, Eagle Mountain, Utah**

1. **Motion** to approve August, 2013 minutes

2. **Discussion: Goal 1 Update**

“City Wide Yard Sale and Clean-up” scheduled for 9/14.

The “City Wide Yard Sale and Clean-up” will be held once a year and will allow residents and business owners to have a yard sale in front of their current residence so as to drive traffic directly to Eagle Mountain City from surrounding cities. This will generate high traffic beneficial for local brick and mortar businesses as well as home-based businesses and residents.

a. Promotion

- Signage

- **Diane** will hand out signs to business park, Lehi and Saratoga Cities, strip mall
- **Kevin** will hand out signs to Smith’s, Maverick and Chevron
- **Kevin** will make more flyers and distribute to board to hand out and introduce themselves.
- **Kevin** working on creating a new flyer that focuses more on driving traffic to the Yard Sale rather than RSVP’ing (for surrounding areas)

- Emails

- **Ikani** sent Eric’s email to all EM City Businesses on 8/27/2013
- **Kevin / Eric** crafting post email to all that participated with
  - a. Thanks for participation
  - b. Charity Contact Info
  - c. Request feedback for improvement next year
  - d. Trash bin locations
  - e. Etc.

- Press

- **Kevin** to speak with Cathy Allred from the Daily Herald will be contacting Kevin to put the Sidewalk Sale in the paper
- **Linda** to do Press Release

- KSL

- **Ikani** will look for “wackiness” in the submissions and will bring those to Linda for potential KSL broadcast.
- **Justin** will post on KSL.

- Scott - M42X

- **Kevin** will talk to Scott about having a space to show business vs residential on application.
- **Kevin / Justin** to discuss Scott Holdsworth/M42X and database management/rights regarding yard sale data.
- **Kevin** to see if EDB can generate revenue for board projects via featured listings and ad space on yard sale website

- TBD

- Yard sale twice a year vs once

b. Marketing Schedule

End of July/Early August

- ~~Brief to newspapers~~
- ~~Online event calendars~~

August

- ~~Signage to local retail businesses — Week of 8/12/13~~
- ~~“Be Prepared” email to local businesses — Eric Dow completing~~
- ~~Facebook Campaign~~
- ~~Map location moved to EMCityUtah.com/Yardsale People will still get to eaglemountaincity.com/yardsale to register and see map but domains will forward to EMCityUtah.com/Yardsale~~

Early September

- Shopping push ad/flyer (same outlets)
- Final map, clean-up info and procedures
- Press release/pitch to reporters

3. **Discussion: Goal 2 Update**

a. “Business Welcome Kit”

- Justin requested to table the Welcome kit until September meeting. He has reviewed various websites and is going to look further at the Portland, Oregon site. Justin thinks the best resource for the information would be to have it online vs flash drive.

4. **Discussion: Goal 3 Update**

a. “Business Newsletter”

- **Kevin** will talk to the Crossroads Journal about adding “Eagle Mountain Monthly Business News”. NL Title would include “What’s New, Marketing Tips, Chamber Activities, Incubator updates, Legal Shorts, Suggestions and Feedback”

5. **Discussion: Incubator Update**

a. Incubator Program

- **Ikani** will present incubator packet and update at September meeting. HiveIt and M42X are both in the running for grants from the UVU “Nail it and Scale It” program.
- **Shaun** is looking at grants available for companies hiring employees that have less than 100 employees. Recommendation to send leaflets as an insert in the utility bills. Ikani will call existing businesses about grants and expanding the virtual office at the incubator facility. Suggestion to expand virtual office to send out leaflet to capture potential incubator candidates.

6. **Discussion: Board Member**

a. Business cards and badges were handed out.

7. **Discussion: Other Business**

(Catch-all item)

8. **Follow up before next meeting:**

~~All Board members need to review Eric's letter and get back with suggestions ASAP. Letter will be sent to businesses early next week~~

**Ikani:** Review incubator program at next meeting, find out 2013/2014 Budget for Board will look for "wackiness" in the submissions and will bring those to Linda for potential KSL broadcast, call existing businesses about incubator virtual office and grants.

**Kevin:** hand out signs to Smith's, ~~Maverick and Chevron~~, talk to Scott about having a space to show business vs residential on application, talk to the Crossroads Journal about adding "Eagle Mountain Monthly Business News".

**Justin:** present on Business Welcome Kit, contact Fionnuala Kofoed about making a presentation on Pony Express Days at next council meeting

**Diane** will hand out signs to business park, Lehi and Saratoga Cities, strip mall

**Kevin** will receive submissions on Sidewalk sale newsletter and retype letter.

**Agenda items for next meeting:**

Review follow up items

Review incubator packet (Ikani)

Review Business Welcome Kit (Justin)